18. Conduct a complete SWOT analysis for hosting a marathon in your city.

19. Evaluate the effectiveness of the 5Ps of event marketing in social events.

20. Create a financial plan and sponsorship model for a wedding event.

NOVEMBER/DECEMBER 2025

23USIM43 — BASICS OF EVENT MANAGEMENT

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions

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1. Define event Management.

2. List any two needs of event management.

3. Outline the term event co-ordination.

4. State any two activities involved in event design.

5. Summarize the term SWOT analysis.

6. Mention two resources required for event feasibility.

7. Define Event Promotion.

8. List any two P's of event marketing.

9. Outline the term sponsorship in event management.

10. Point out any two components of financial analysis.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions

11. (a) Explain the importance of event management with suitable examples.

Or

(b) Differentiate between event need and event importance.

12. (a) Develop a concept for a cultural event and list the design activities involved.

Or

(b) Discuss the role of event co-ordination in large-scale events.

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13. (a) Apply SWOT analysis to evaluate a college festival.

Or

(b) Discuss briefly about the feasibility of conducting a job fair in a rural area.

14. (a) Explain the 5Ps of event marketing with a real-time example.

Or

(b) Analyze the role of public relations in successful event promotion.

15. (a) Prepare a sample event budget for a product launch program.

Or

(b) Discuss the importance of sponsorship in reducing event costs.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Evaluate the significance of event management in the present corporate world.

17. Design a detailed event concept for an international conference.